

FIG 1

FIG. 2

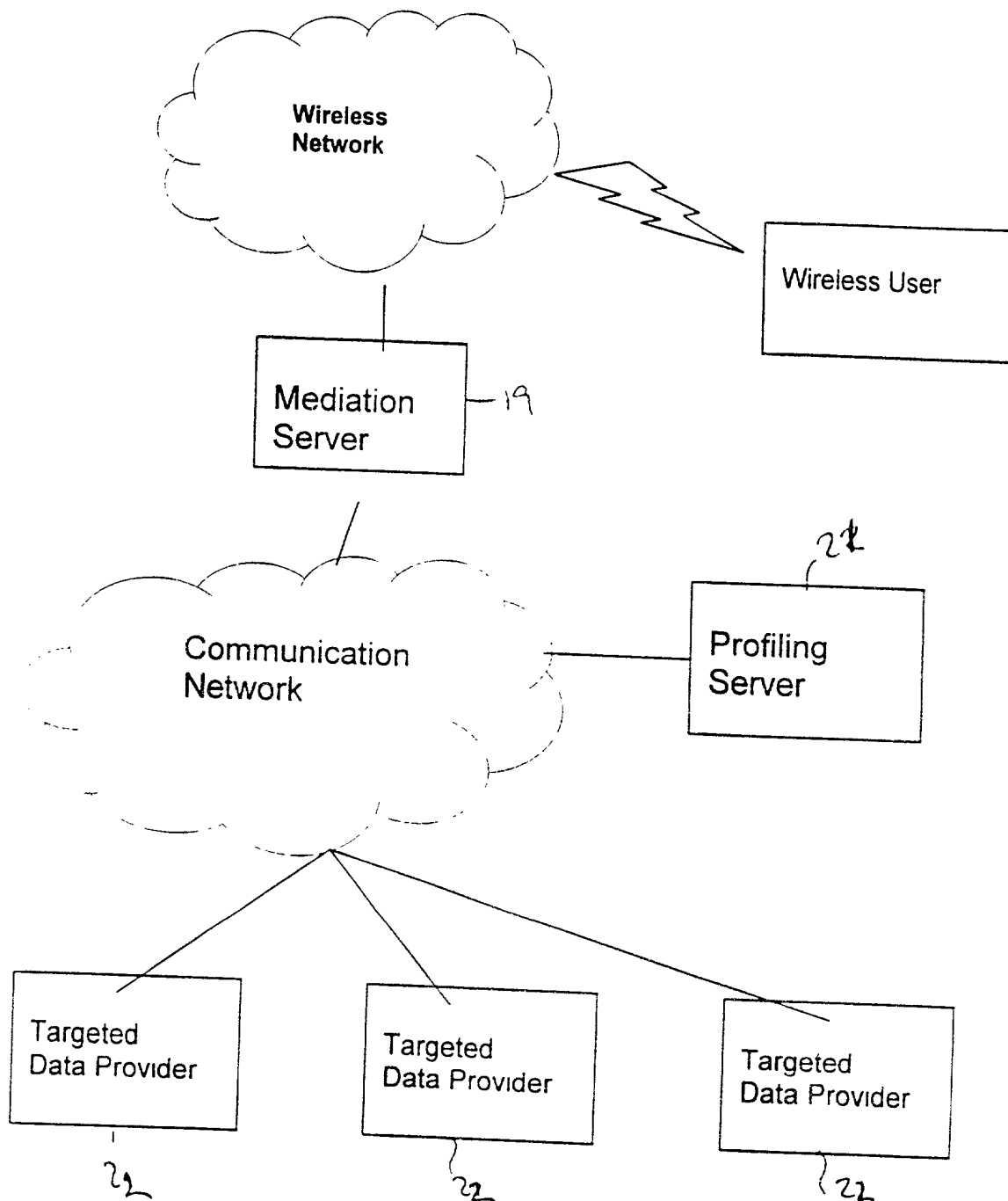


FIG 2

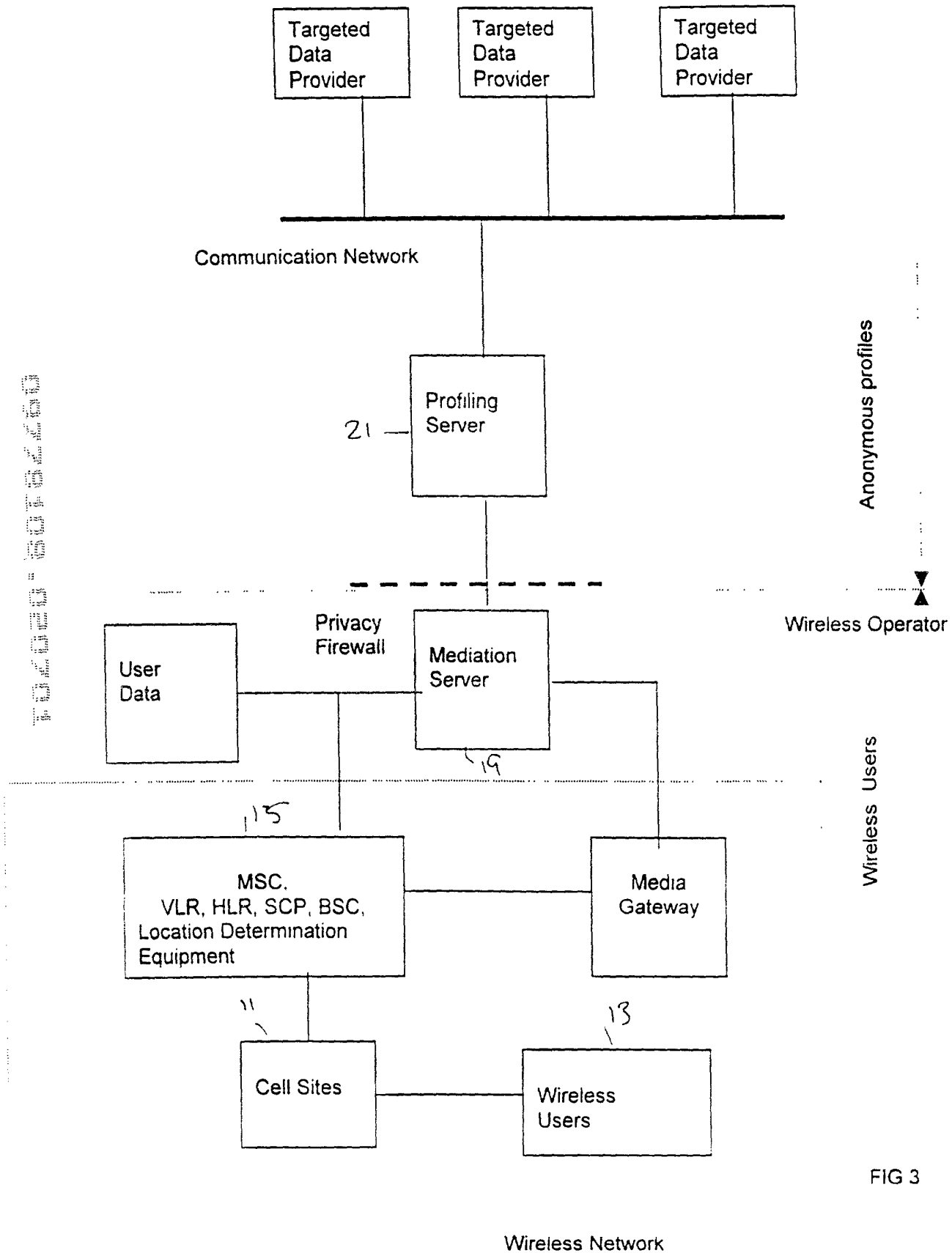


FIG 3

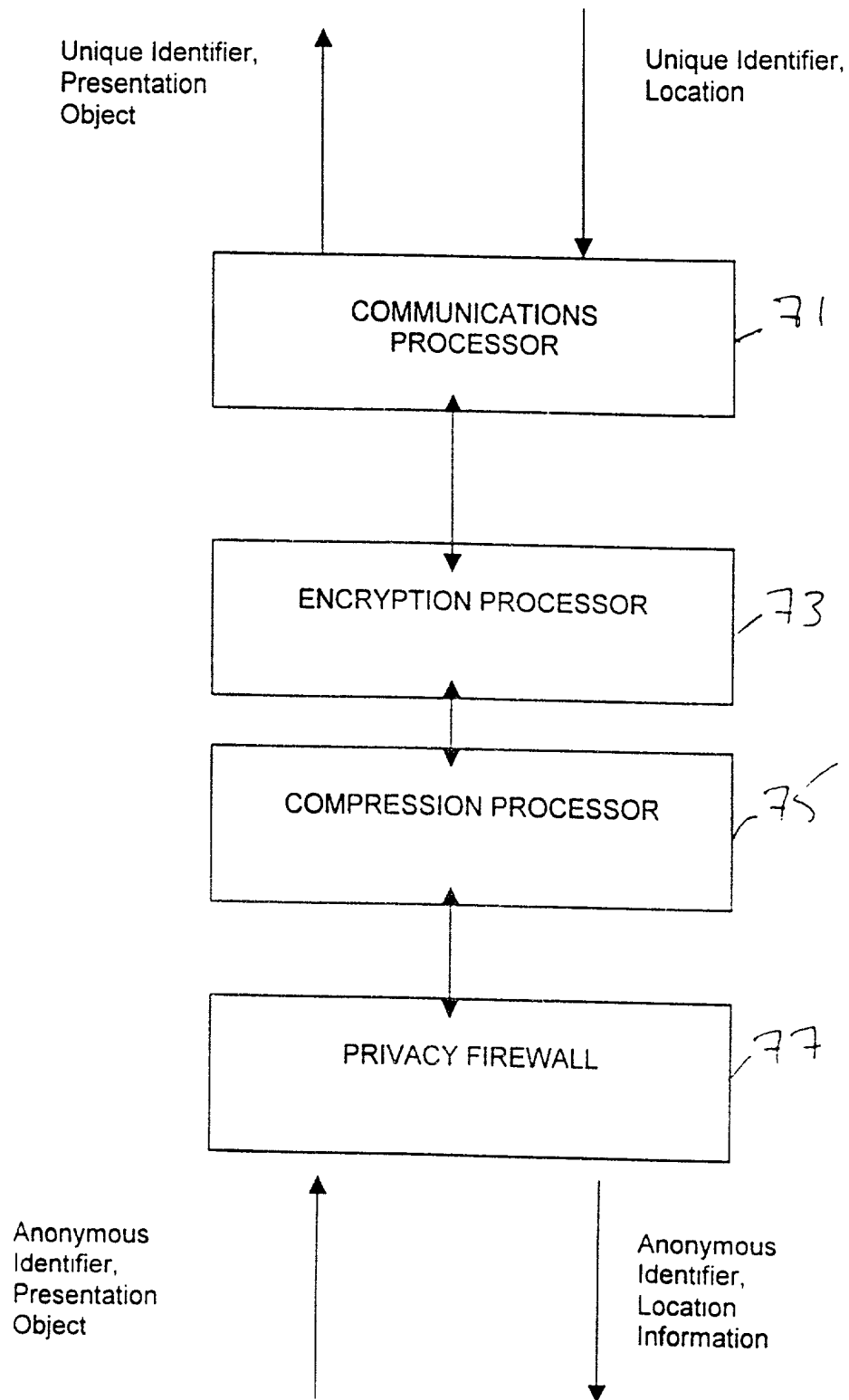


FIG. 4

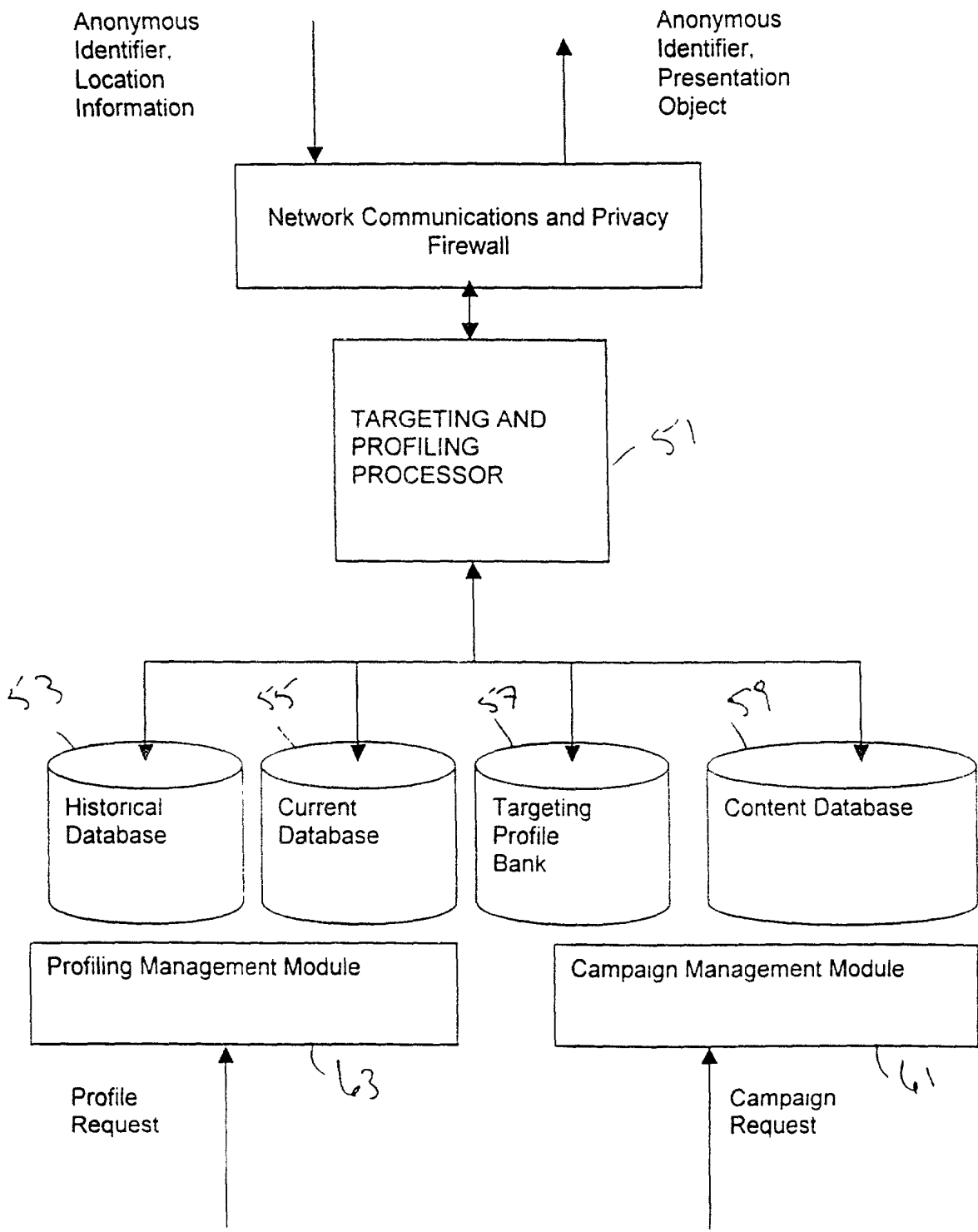


Fig. 5

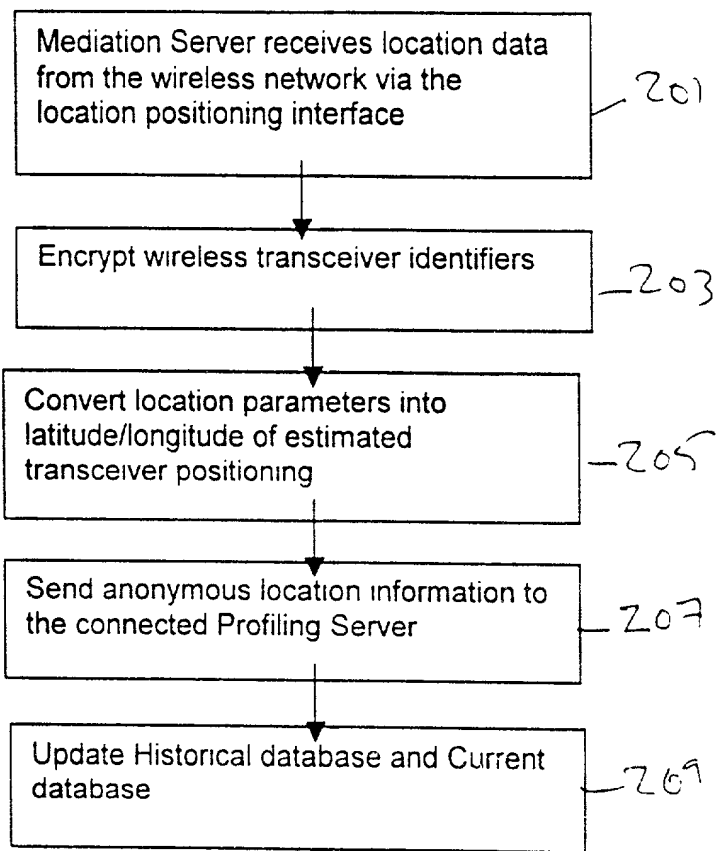


FIG 6

START

Create campaign by defining
presentation object and
targeted criteria and triggers - 101

Launch campaign at a
scheduled time - 103

Compare targeted criteria with profile data
including historical data, current location
information and psychographic data - 105

Forward the presentation
object to selected anonymous
identifiers via the Mediation
Server - 107

Decrypt wireless transceiver
identifiers from anonymous
identifiers - 109

Transmit presentation object
to the selected wireless
transceivers - 111

Fig 7

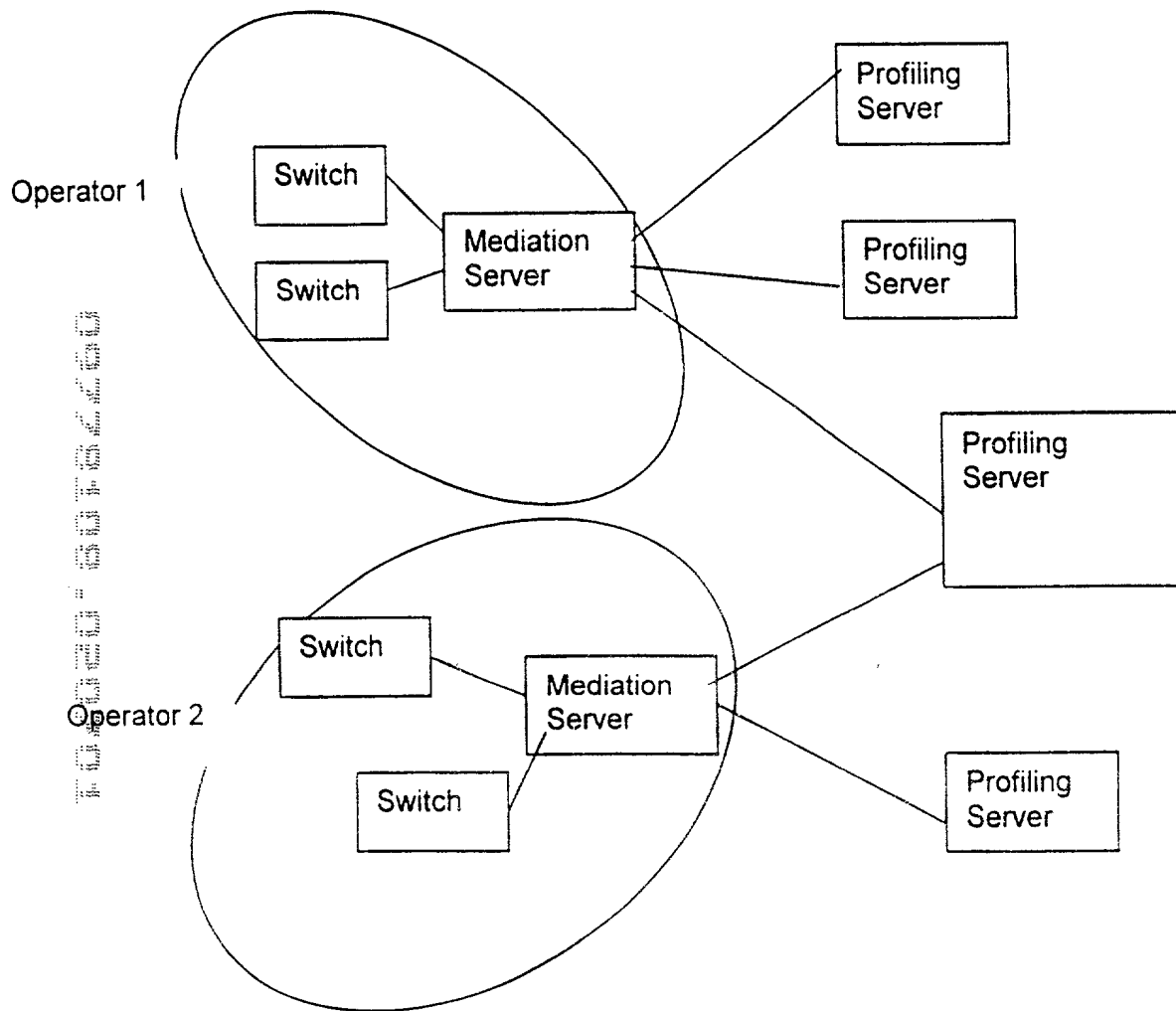


Fig. 8